

12/28/00  
JC960 U.S. PTO

01-02-01

A

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TO:  
Assistant Commissioner for Patents  
Washington, D.C. 20231

ATTY. DKT. NO.  
T721-20

**PATENT APPLICATION TRANSMITTAL**

Transmitted herewith for filing is the patent application of:

INVENTOR(S): John A. Schlack

TITLE: SYSTEM AND METHOD FOR DELIVERING TARGETED  
ADVERTISEMENTS USING MULTIPLE PRESENTATION STREAMS

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09/750800  
12/28/00

Enclosed are the following papers required for a filing date under 35 CFR §1.53(b):

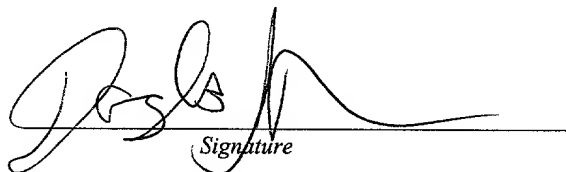
- ☒ Specification 27 pages
- ☒ Claims 13 pages
- ☒ Abstract 1 pages
- ☒ Drawings 5 sheets ☐ formal ☒ informal

The following additional papers are enclosed:

- ☒ Fee Transmittal
- ☒ Declaration and Power of Attorney
- ☒ Applicant Claims Small Entity Status. See 37 CFR 1.27
- ☐ Information Disclosure Statement ☐ Form PTO-1449
- ☒ Assignment and Cover Sheet
- ☐ Other:

Dated: 12/28/00

Expanse Networks, Inc.  
300 North Broad Street  
Doylestown, PA 18901  
(215) 340-6900

  
Signature

Douglas J. Ryder, Reg. No. 43,073

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

## FEE TRANSMITTAL

SERIAL NUMBER UNKNOWN	FILING DATE UNKNOWN	FIRST NAMED INVENTOR SCHLACK	ATTY. DKT. NO. T721-20
TITLE SYSTEM AND METHOD FOR DELIVERING TARGETED ADVERTISEMENTS USING MULTIPLE PRESENTATION STREAMS		ART UNIT UNKNOWN	EXAMINER UNKNOWN

## FEE CALCULATION (fees effective 12/28/00)

## 1. FILING FEE

Large Entity Fee Code	Small Entity Fee Code	Fee Description	Amount
<input type="checkbox"/> 101	<input checked="" type="checkbox"/> 201	Utility filing	355.00
<input type="checkbox"/> 106	<input type="checkbox"/> 206	Design filing fee	
<input type="checkbox"/> 107	<input type="checkbox"/> 207	Plant filing fee	
<input type="checkbox"/> 108	<input type="checkbox"/> 208	Reissue filing fee	

SUBTOTAL (1) \$ 355.00

## 2. CLAIMS

	Previous Paid	Extra	Fee	Amount
Total Claims	46	- 20 =	26	x 18.00 = 468.00
Independent Claims	3	- 3 =	0	x 80.00 = 0.00
<input type="checkbox"/> Multiple Dependent Claims				0.00
<input checked="" type="checkbox"/> Small Entity Status (50% Reduction)				
SUBTOTAL				234.00

SUBTOTAL (2) \$234.00

## 3. ADDITIONAL FEES

Large Entity Fee Code	Small Entity Fee Code	Fee Description	Amount
<input type="checkbox"/> 105	<input type="checkbox"/> 205	Surcharge-late filing fee or oath	
<input type="checkbox"/> 139	<input type="checkbox"/> 139	Non-English specification	
<input type="checkbox"/> 147	<input type="checkbox"/> 147	for filing a Request for Reexamination	
<input type="checkbox"/> 112	<input type="checkbox"/> 112	Requesting publication of SIR prior to Examiner Action	
<input type="checkbox"/> 113	<input type="checkbox"/> 113	Requesting publication of SIR after Examiner Action	
<input type="checkbox"/> 115	<input type="checkbox"/> 215	Extension for response within first month	
<input type="checkbox"/> 116	<input type="checkbox"/> 216	Extension for response within second month	
<input type="checkbox"/> 117	<input type="checkbox"/> 217	Extension for response within third month	
<input type="checkbox"/> 118	<input type="checkbox"/> 218	Extension for response within fourth month	
<input type="checkbox"/> 119	<input type="checkbox"/> 219	Notice of Appeal	
<input type="checkbox"/> 120	<input type="checkbox"/> 220	Filing a brief in support of an appeal	
<input type="checkbox"/> 121	<input type="checkbox"/> 221	Request for oral hearing	
<input type="checkbox"/> 138	<input type="checkbox"/> 138	Petition to institute a public use proceeding	
<input type="checkbox"/> 140	<input type="checkbox"/> 240	Petition to revive unavoidably abandoned application	
<input type="checkbox"/> 141	<input type="checkbox"/> 241	Petition to revive unintentionally abandoned application	
<input type="checkbox"/> 142	<input type="checkbox"/> 242	Utility issue fee (or reissue)	
<input type="checkbox"/> 143	<input type="checkbox"/> 243	Design issue fee	
<input type="checkbox"/> 144	<input type="checkbox"/> 244	Plant issue fee	
<input type="checkbox"/> 122	<input type="checkbox"/> 122	Petitions to the Commissioner	
<input type="checkbox"/> 126	<input type="checkbox"/> 126	Submission of Information Disclosure Statement	
<input type="checkbox"/> 581	<input type="checkbox"/> 581	Recording each patent assignment per property	
<input type="checkbox"/> 114	<input type="checkbox"/> 214	Provisional Application filing	
Other fee (specify)			
Other fee (specify)			

SUBTOTAL (3)

\$0.00

## METHOD OF PAYMENT (check one)

## TOTAL AMOUNT OF PAYMENT

\$ 589.00

☒ The Commissioner is hereby authorized to charge indicated fees and credit any over payments to:  
Deposit Account Number: 501535  
Deposit Account Name: EXPANSE NETWORKS, INC.  
☒ Charge any Additional Fee Under 37 CFR 1.16 and 1.17  
☐ Charge the Issue Fee set in 37 CFR 1.18 at the Mailing of the Notice of Allowance. 37 CFR1.311(b)

☒ Payment  
Enclosed:  
☐ Check  
☐ Money Order  
☐ Other:

Office use only:

## SUBMITTED BY

Douglas J. Ryder

Signature

Date

12/28/00

43,073  
Reg. Number

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLN NUMBER UNKNOWN	FILING DATE UNKNOWN	FIRST NAMED INVENTOR SCHLACK	ATTY. DKT. NO. T721-20
TITLE SYSTEM AND METHOD FOR DELIVERING TARGETED ADVERTISEMENTS USING MULTIPLE PRESENTATION STREAMS		ART UNIT UNKNOWN	EXAMINER UNKNOWN

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Assistant Commissioner for Patents  
Washington, D.C. 20231

**CERTIFICATE OF MAILING (37 CFR 1.10)**

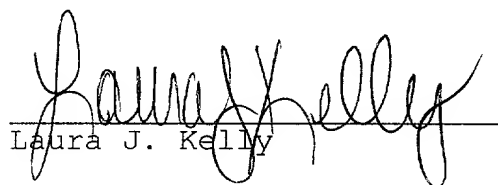
Express Mail Label Number : EF096210290US

Date of Deposit : 28 December 2000

I hereby certify that the following *attached* paper or fee:

Patent Application; including Specification (27pp.), Claims (13pp.), Drawings (5pp.), and Abstract (1p.).

is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to Assistant Commissioner for Patents, Washington, D.C. 20231.

  
Laura J. Kelly